

## 2010 MAZDA3 VERSUS THE COMPETITION



### 2010 MAZDA3i SPORT 4-DOOR

2009 Honda Civic Sedan DX    2009 Ford Focus S Sedan  
2009 Toyota Corolla Base    2009 Nissan Sentra 2.0  
2009 VW Jetta S

#### Horsepower:

- Except for the VW Jetta, the MAZDA3 offers the highest with 148 hp
- VW Jetta - 170 hp
- Honda Civic, Ford Focus, and Nissan Sentra - 140 hp
- Toyota Corolla - 132 hp

#### Power-assisted ventilated front and solid rear disc brakes:

- Standard on MAZDA3 and VW Jetta
- Power-assisted ventilated front disc/rear drum brakes on Honda Civic, Ford Focus, Toyota Corolla, and Nissan Sentra

#### Steering-wheel-mounted audio controls:

- Standard on MAZDA3, not available on any of the competitors

#### Rear leg room:

- Except for the Toyota Corolla, the MAZDA3 has the most leg room at 36.2 in.
- Toyota Corolla - 36.3 in.
- Ford Focus - 36.1 in.
- VW Jetta - 35.4 in.
- Honda Civic - 34.6 in.
- Nissan Sentra - 34.5 in.



### 2010 MAZDA3s SPORT 5-DOOR

2009 Subaru Impreza 2.5L Premium 5-Door    2009 Pontiac Vibe 1.8L  
2009 Toyota Matrix 1.8L    2009 VW Rabbit S 4-Door  
2009 Kia Spectra SX

#### 6-speed manual transmission:

- Standard on MAZDA3
- 5-speed manual transmission on Subaru Impreza, Pontiac Vibe, Toyota Matrix, and Kia Spectra
- Only the VW Rabbit has a 6-speed automatic transmission with manual-shift mode

#### 17-inch alloy wheels:

- Standard on MAZDA3
- 16-inch alloy wheels on Subaru Impreza and Kia Spectra
- 16-inch steel wheels on Pontiac Vibe and Toyota Matrix
- 15-inch steel wheels on VW Rabbit

#### Electroluminescent interior lighting:

- Standard on MAZDA3, not available on any of the competitors

#### Steering-wheel-mounted audio controls:

- Standard on MAZDA3 and Subaru Impreza
- Not available on Pontiac Vibe, Toyota Matrix, VW Rabbit, or Kia Spectra

#### Bluetooth® hands-free phone and audio:

- Standard on MAZDA3
- Available on Subaru Impreza
- Not available on Pontiac Vibe, Toyota Matrix, VW Rabbit, or Kia Spectra

## BE PREPARED

These days, your customers are more informed than ever - they've done their research and they know the right questions to ask. Be ready to answer those questions and conduct an effective presentation when they walk into your Mazda dealership. Take advantage of all the training and product information resources Mazda offers, including the 2010 Mazda Product & Comparison Quick Reference Guide. For complete updated competitive comparisons for all Mazda vehicles, log in to [www.mazdastate.com](http://www.mazdastate.com).



# INSIDE TRACK

## COMPETITIVE COMPARISON UPDATES



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## 2010 MAZDA CX-7 PUTTING THE COMPETITION ON NOTICE

Combining its own unique array of sporty refinements, sophisticated comfort, and advanced functionality, the 2010 CX-7 takes to the road with a full load of new features and value stories that will put it high on your customers' purchase consideration list.

The 2010 CX-7 made its debut in February at the Canadian International Auto Show. The vehicle refresh includes significant exterior and interior upgrades, as well as the choice of a more fuel-efficient 2.3-liter 4-cylinder turbocharged engine, or an all-new, non-turbo 2.5-liter MZR 4-cylinder engine. These engines are only one reason that the 2010 Mazda CX-7 is ideally positioned to compete on multiple levels as a crossover SUV that is a joy to drive.

In this premiere edition of Mazda *Inside Track*, we're going to put the CX-7's new *i SV* model up against several tough competitors:

- 2009 Honda CR-V LX
- 2010 Ford Edge SE
- 2009 Toyota RAV4 Base
- 2009 Saturn Vue XE
- 2009 Nissan Murano S



### 2010 MAZDA CX-7 VERSUS 2009 HONDA CR-V LX

The Honda CR-V offers a few more horsepower than CX-7, but they come with a price tag at the fuel pump. CX-7 gets better gas mileage on the highway and has a larger fuel tank, meaning fewer stops to refuel. And Honda's rear solid disc brakes just aren't as efficient as ventilated rear disc brakes. Inside the cabin, the CR-V doesn't offer the features that today's crossover customers expect, such as the convenience and safety of steering-wheel-mounted audio and cruise controls, or the comfort of a 6-way manual adjustable driver's seat.

2010 Mazda CX-7 <i>i SV</i>	2009 Honda CR-V LX
Manual-shift mode	Not available
4-wheel ventilated disc brakes	Front ventilated and rear solid disc brakes
City/Hwy MPG: 20/28	City/Hwy MPG: 20/27
Fuel tank capacity (gal): 16.4	Fuel tank capacity (gal): 15.3
Steering-wheel-mounted audio/cruise controls	Not available
6-way manual adjustable driver's seat	Driver's seat with manual height adjustment only
SIRIUS Satellite Radio-ready head unit	Not available

### 2010 MAZDA CX-7 VERSUS 2009 TOYOTA RAV4 BASE

The Toyota RAV4 has one of the most powerful engines in its class but doesn't pair it with a fun-to-drive transmission. CX-7 offers a smooth-shifting automatic 5-speed that also gives drivers the ability to shift gears manually, without a clutch, for that true "road feel." Plus, CX-7's 4-wheel ventilated disc brakes reduce stopping distance for increased safety and performance, while also helping to prevent brake fade by dissipating heat. Finally, the RAV4's rear solid disc brakes just don't "take the heat" against the Mazda CX-7.

2010 Mazda CX-7 <i>i SV</i>	2009 Toyota RAV4 Base
5-speed automatic transmission	4-speed automatic transmission
Manual-shift mode	Not available
17-inch alloy wheels	16-inch steel wheels
4-wheel ventilated disc brakes	Front ventilated and rear solid disc brakes
Variable-assist rack-and-pinion steering	Power rack-and-pinion steering
One-touch power open/close windows for both front seating positions	One-touch power open/close window for driver only



# 2010 Mazda CX-7 (CONTINUED)

## 2010 Mazda CX-7 VERSUS 2009 Nissan Murano S

The 2009 Nissan Murano's V6 engine may offer more horsepower, but not a fun-spirited manual-shift mode to really get "up close and personal" with the road. And CX-7's non-aspirated 2.5-liter MZR 4-cylinder engine leaves the Murano's V6 in the dust when it comes to fuel-efficiency... about five more miles-per-gallon on the highway! Cross-shoppers will also appreciate the CX-7's attention to detail when it comes to interior comfort and convenience, like steering-wheel-mounted audio/cruise controls, a Multi Information Display and a SIRIUS Satellite Radio-ready head unit.

2010 Mazda CX-7 i SV	2009 Nissan Murano S
Manual-shift mode	Not available
City/Hwy MPG: 20/28	City/Hwy MPG: 18/23
Multi Information Display (MID) Dot Display	Not available
Steering-wheel-mounted audio/cruise controls	Not available
Center console armrest with lockable multifunction storage compartment	Dual-level center console, not lockable
Turning circle 37.4 feet	Turning circle 38.1 feet
SIRIUS Satellite Radio-ready head unit	Not available

## 2010 Mazda CX-7 VERSUS 2010 Ford Edge SE

With its 3.5-liter V6, the Ford Edge delivers more horsepower than the CX-7 but doesn't have nearly as much fun with it. CX-7's manual-shift mode gives drivers a more personal connection with the road; cross-shoppers won't find it on the Ford Edge. Nor does the Edge offer EBD with Brake Assist for more braking control, or the benefits of variable-assist rack-and-pinion steering, which is speed-proportional and enhances maneuverability and stability. CX-7 is also more fuel-efficient for cost-savings at the fuel pump.

2010 Mazda CX-7 i SV	2009 Ford Edge SE
Manual-shift mode	Not available
Variable-assist rack-and-pinion steering	Power rack-and-pinion steering
Electronic Brake Force Distribution (EBD) with Brake Assist	Not available
City/Hwy MPG: 20/28	City/Hwy MPG: 18/25
Steering-wheel-mounted audio/cruise controls	Not available
SIRIUS Satellite Radio-ready head unit	Not available

## 2010 Mazda CX-7 VERSUS 2009 Saturn Vue XE

The 2009 Saturn Vue barely squeezes out a small advantage in horsepower, but is hard-pressed to keep pace with the spine-tingling driving experience that the Mazda CX-7 has to offer. Manual-shift mode, bigger wheels, and a tighter turning circle by nearly 4 feet means more confidence and excitement when hitting the road in the CX-7. Not to mention extra airbags, more room for people and gear, and over 2 cubic feet of extra cargo space and advantages in many of the interior dimensions.

2010 Mazda CX-7 i SV	2009 Saturn Vue XE
5-speed automatic transmission	4-speed automatic transmission
Manual-shift mode	Not available
17-inch alloy wheels	16-inch alloy wheels
City/Hwy MPG: 20/28	City/Hwy MPG: 19/26
Side-impact air bag curtains, front and rear, with rollover protection	Not available
Turning circle 37.4 feet	Turning circle 40.0 feet
Cargo volume (max.) 58.6 cu. ft.	Cargo volume (max.) 56.4 cu. ft.



Remember, you can always go online to [www.mazdastate.com](http://www.mazdastate.com) and check for updated competitive comparisons for the CX-7 and all Mazda vehicles.

# MAZDA OUT IN FRONT

Here's an eye-opening overview of how three other Mazda core vehicles - CX-9, MAZDA6, and MAZDA3 - go up against their key competitors.

## 2010 Mazda CX-9 VERSUS THE COMPETITION



### 2010 MAZDA CX-9 GRAND TOURING FWD

- 2010 Honda Pilot Touring
- 2009 GMC Acadia SLT-2
- 2009 Toyota Highlander Limited 2WD V6
- 2009 Acura MDX

#### 6-speed Sport AT automatic transmission with manual-shift mode:

- Standard on Mazda CX-9 and GMC Acadia
- 5-speed Sport AT automatic transmission with manual-shift mode standard on Toyota Highlander and Acura MDX
- 5-speed automatic transmission only on Honda Pilot



#### 4-wheel ventilated disc brakes:

- Standard on Mazda CX-9 and GMC Acadia
- Ventilated front/solid rear disc brakes on Honda Pilot, Toyota Highlander, and Acura MDX

#### 20-inch alloy wheels:

- Standard on Mazda CX-9
- 19-inch alloy wheels on Toyota Highlander
- 18-inch alloy wheels on GMC Acadia and Acura MDX
- 17-inch alloy wheels on Honda Pilot

#### Blind Spot Monitoring (BSM) System:

- Standard on Mazda CX-9, not available on any competitor

#### Maximum cargo capacity:

- Except for the GMC Acadia, the Mazda CX-9 has the most cargo space at 100.7 cu. ft.
- GMC Acadia - 116.9 cu. ft.
- Toyota Highlander - 95.4 cu. ft.
- Honda Pilot - 87.0 cu. ft.
- Acura MDX - 83.5 cu. ft.

## 2010 Mazda6 VERSUS THE COMPETITION



### 2010 MAZDA6s GRAND TOURING FWD

- 2009 Chevrolet Malibu LTZ V6
- 2009 Honda Accord Sedan EX-L V6
- 2009 Nissan Altima 3.5 SL
- 2009 Toyota Camry XLE V6
- 2009 Hyundai Sonata Limited V6

#### Engine power:

- MAZDA6 leads the pack with 272 hp and 269 lb-ft torque
- Honda Accord - 271 hp and 254 lb-ft torque
- Nissan Altima - 270 hp and 258 lb-ft torque
- Toyota Camry - 268 hp and 248 lb-ft torque
- Chevy Malibu - 252 hp and 251 lb-ft torque
- Hyundai Sonata - 249 hp and 229 lb-ft torque



#### Rain-sensing windshield wipers:

- Available on MAZDA6, not available on any competitor

#### 18-inch alloy wheels:

- Standard on MAZDA6 and Chevy Malibu
- 17-inch alloy wheels on Honda Accord and Hyundai Sonata
- 16-inch alloy wheels on Nissan Altima and Toyota Camry

#### Maximum cargo space:

- MAZDA6 has the most cargo space at 16.6 cu. ft.
- Hyundai Sonata - 16.3 cu. ft.
- Nissan Altima - 15.3 cu. ft.
- Chevy Malibu - 15.1 cu. ft.
- Toyota Camry - 14.5 cu. ft.
- Honda Accord - 14.0 cu. ft.

Continue to the back to see MAZDA3 crush the competition...